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EXPRESS MAIL NO. EV528707251US

AMENDMENT TRANSMITTAL LETTERDocket No.
249768043USApplication No.
09/809,728-Conf. #5675Filing Date
March 15, 2001Examiner
R. M. PondArt Unit
3625

Applicant(s): Hanks et al.

Invention: INCREASES IN SALES RANK AS A MEASURE OF INTEREST

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.

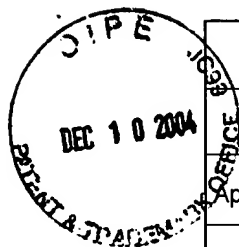
The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED

	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	38	- 38 =		x	0.00
Independent Claims	6	- 6 =		x	0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify): Extension for response within first month					110.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					110.00

☒ Large Entity☐ Small Entity☐ No additional fee is required for this amendment.☐ Please charge Deposit Account No. _____ in the amount of \$ _____.
A duplicate copy of this sheet is enclosed.☒ A check in the amount of \$ 110.00 to cover the filing fee is enclosed.☐ Payment by credit card. Form PTO-2038 is attached.☒ The Director is hereby authorized to charge and credit Deposit Account No. 50-0665
as described below. A duplicate copy of this sheet is enclosed.☒ Credit any overpayment.☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

Dated: December 10, 2004

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Express Mail No. EV528707251US
Docket No.: 249768043US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Hanks et al.

Confirmation No.: 5675

Application No.: 09/809,728

Art Unit: 3625

Filed: March 15, 2001

Examiner: R. M. Pond

For: INCREASES IN SALES RANK AS A
MEASURE OF INTEREST

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated August 12, 2004, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.